MARGOT ASQUITH *writes on*

Woman's instinct to make herself Attractive

*Quips, praise and pungent wisdom on modern ways to care for the skin, by the famous Margot, now Countess of Oxford and Asquith**

AS LONG as human nature exists, men and women will want to make themselves physically attractive and even if there were no people in the world, but merely the beasts and birds, the same desire for personal adornment would be found among them.

"What small children call 'dressing up' is not so much a wish to impersonate someone else as a desire to attract attention and improve upon themselves.

"For self-improvement is part of the work-day of life, to love and be loved is its holiday. The intention to be at your best, to feel brilliant, responsive, and triumphant, is part of your equipment for that day. A new and beautiful dress will give you confidence in company, and you are more likely to succeed in pleasing others if you start by pleasing yourself.

"The French talk of 'la beauté mutile.' It means that even beauty—poor in setting, devoid of charm and never extended—can lose its uses. But we have all known women who have more than made up for their lack of features and for their general homeliness by the play of their expression, the grace of their carriage or the beauty of their complexion. A dingy complexion will spoil the prettiest face in the world for me, but, fortunately, most of us if we take enough trouble can improve our complexions out of all recognition

This quaint Elizabethan barn on her country estate is used by Lady Oxford as a study

Face like leather, Chest like a gong

"Those of you who have hunted, mountaineered, or been as much exposed to our inhospitable climate as I have, will know it is almost impossible to prevent your face from becoming like leather, or your chest like a gong, unless you take a great deal of trouble to preserve them.

"You do not want to apply creams and lotions that will make your skin soft and susceptible, but something that will make it fresh and impervious. Nor is it only the parts exposed to view that one can assist—such as the face, the neck, the shoulders, and the arms—but the whole of one's skin that should be improved and preserved.

"I have used Pond's Creams for years and years and even if I had been beautiful I could not have found more healthful or more cooling preparations. When I came in from hunting, I always rubbed the Cold Cream over my face, neck and hands

"Queen Alexandra and the Grand Duchesse Serge were the two most beautiful women I ever knew. Far removed from ordinary mortals, they inspired the sort of homage which baffles curiosity and checks all questionings. When you are in the presence of loveliness as great as theirs, you do not speculate on what they may or may not have done during the times of their toilettes; but it is safe to say that a certain amount of care has contributed to their appearance.

"YOUNG PEOPLE often ask me about the beauties of my youth, and how they would compare with the present generation. It is, of course, difficult to say, because although we are all made the same to an eyelash, a variety of taste creates a hundred opinions, and what appeals to one person in a face will repel another. There are some people who admire little fair fluffy faces; a pink and white complexion and a look of virginal innocence. Others a snow white skin and fathomless eyes, dark hair, and a look of sadness and mystery. While ladies who write novels lean to red gold hair, long black lashes veiling violet eyes.

"But it is safe to say that none of these types would receive any admiration if they did not have fine complexions.

Can a Woman of Thirty Retain Sufficient Attraction to Upset a Man's Heart?

"Nothing in my life has changed so much as the estimate people place upon a woman's age. You were considered a failure if you did not marry before you were twenty-five when I came out. And to suggest that a woman of thirty could retain sufficient physical attraction to upset a man's heart or startle senses would have been looked upon as a paradox.

"I remember saying to my sister, engaged to be married at seventeen, 'It is no good saying other people do it! You are a fool to cut short all love affairs. *I* don't intend to marry till I'm thirty!!!' I said thirty as one might say a hundred.

"Now you see proficiency at golf, tennis, skating, riding, fishing and shooting in women past the age of forty; they have preserved not only their youth but their complexions. The individual should rely upon herself to guard against the dangers of the unavoidable exposure that accompanies all modern pursuits. For even if you like it—which I do not—you cannot bluge upon a rough skin.

"I have used Pond's Creams for my skin more years than I can remember; and though I have never been beautiful, and I am not young, I have not got a wrinkle in my forehead.

"My advice is, save your skin—with Pond's—and cheat the devil that lurks in soot, dust, wind—and birthdays!"

Margot Oxford

USE Pond's Two Creams each day as follows for a complexion that everyone admires:

For the deep cleansing of your skin apply Pond's Cold Cream generously at night and during the day when your skin feels dusty, drawn or tired. In a few moments its fine oils bring up from the pores all dust and powder. Wipe off and repeat. Finish with a dash of cold water. If your skin is unusually dry, after the bedtime cleansing add a little more cream and leave it overnight, to make your skin supple again.

For a beautiful-green finish use Pond's Vanishing Cream, applying it lightly after every daytime cleansing and especially before going out. It gives your skin a new freshness, holds your powder smoothly and is protection from the wind and sudden cold.

Buy your own jars of Pond's Creams which Lady Oxford uses every day. If you would like to try these Two Creams, mail the coupon below.

On the dressing table of Lady Oxford, unusual perfume bottles, a powder box of tortoise shell and two jade green glass jars filled with Pond's Cold and Vanishing Creams bear witness to her distinguished taste

The Countess of Oxford and Asquith has a very dignified town house at No. 44 Bedford Square, London. This photograph shows a view of the drawing room with its high ceiling, its wonderful chandelier of crystal and ormolu, its classic mantel and a wealth of books, paintings and comfortable overstuffed chairs and sofas

The COUNTESS of OXFORD and ASQUITH

"Margot" Tennant, one of the six vivacious daughters of the late Sir Charles Tennant, is the wife of the distinguished statesman and former Prime Minister of Great Britain from 1908 to 1916. She is one of the most vivid and interesting figures of English society, famous for her daring wit and her intimate acquaintance with the personable of every land. She possesses a classic profile, hat distinction of manner, dresses with taste and smartness, is a sprightly hostess. Her Autobiography had almost as much vogue in the United States as in England. Like all English women of rank, Lady Oxford is devoted to sports. In the picture to the left, she is playing the eighth hole on a golf course near North Berwick, Scotland.

*The Countess of Oxford and Asquith has written with her own hand and in her own sparkling, inimitable style this article on a subject of universal interest to women.

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